

**DR. BABASAHEB AMBEOKAR  
MARA THWADA UNIVERSITY,  
AURANGABAD (MAHARASHTRA)**

**Syllabus for  
B. A. (MASS COMMUNICATION AND  
JOURNALISM )  
Professional New Degree Course of U. G. C.  
2009-10**

**DR. BABASAHEB AMBEOKAR MARATHWADA  
UNIVERSITY,**

**AURANGABAD (MAHARASHTRA)**

**Admission Rules & Fee Structure For**

**B. A. (MASS COMMUNICATION AND JOURNALISM )**

**Professional New Degree Course of U. G. C.**

**BAMCJ : R-1 :** B. A. (M. C. J.) : Bachelor of Arts (Mas Communication & Journalism) is a three years professional degree course. The minimum qualification of the admission of this course is 12<sup>th</sup> (Art/Science/Commerce) streams with 50% marks.

**BAMCJ : R-2 :** The intake capacity of for this course shall be 40 and admission shall be made on the basis of the entrance examination of 70 marks, Group Discussion 10, Intrview of 10 marks and 10 marks for 12<sup>th</sup> examination merit. Thus, admission list shall be prepared on the basis of performance out of 100 marks. The reservation policy of the Stage Government / University shall be applicable in admission. 30% seats shall be reserved for female candidates, within the respective categories (Open, S.C., S. T., O. B. C., NTDNT etc.).

**BAMCJ : R-3 :** The candidate has to pay Rs. 500/- as a registration, test, syllabus, profile fee or the fee fixed by the university from time to time. Rs. 400/- for reserve category students.

**BAMCJ : R-4 :** The course shall be of three academic years & six semesters. The fee structure of the course shall be as follows for University Department & All Colleges

Admission Fee	: Rs. 1000/-
Tution fee per semester	: Rs. 5000/-
Laboratory fee per year	: Rs. 500/-

Dept. Library fee per year	: Rs. 200/-
Study tour contribution per year	: Rs. 2000/-
Placement fee per year	: Rs. 500/-
Examination fee per semester	: Rs. 500/-
Other fees as per university structure.	

**BAMCJ : R-5 :** The candidate, who complete the terms but fail in examination of first semester, shall be eligible to take admission to second semester. However, the cadidate, who has clearly passed the first semester shall be eligible for taking admission to third semester. Likewise, to take admission for fourth semester, he /she must pass the second semester examination & for admission to the fifth semester. The candidate has to clear third semester and to take admission to sixth semester, the candidate must clear his fourth semester.

**BAMCJ : R-6 :** As course is professional one, admitted candidate are required to attend Department regularly and minimum 75% attendance is essential. The candidate fial to attend the course, shall be liable for cancellation of admission to the concerned semester and he has to repeat that semester again.

**BAMCJ : R-7 :** One study tour is compulsory for every candidate per academic year and student has to pay the contribution of Rs. 2000/- per year for the purpose. The study tour shall carry marks as fixed by the Department / University.

**BAMCJ : R-8** The Department will have Three Year integrated Bachelor of Arts in Mass Communication & Journalism Course w.e.f. from Academic Year 2006-07. It will run for 6 semesters & will have a total of 96 credits, divided into 16 credits per semester. One credit course, whether for theory or practicals, will be for one clock hour per week running for 15 weeks which comprise one semester. A total no. of 15

clock hours work will thus be organized for one credit course.

Medium of instruction and answer can be Marathi / Hindi or English.

**BAMCJ : R-9 :** The system of evaluation will be as follows : Each assignment / Test will be evaluated in terms of marks. The marks for separate assignments and the final (semester end) examination will be added together and then converted into a grade and later grade point average, Results will be declared for each semester and the final examination will give total marks, grades and grade point average.

Marks %	Equivalent Grade	Grade Points
100 to 75	O Outstanding	06
74 to 65	A Very good	05
64 to 55	B Good	04
54 to 50	C Average	03
49 to 45	D Satisfactory	02
44 to 40	E Pass	01
39 to 0	F Fail	00
<b>Grade Point</b>	= $\frac{\text{Total of (Grade Points Earned X Credit hrs for each course)}}{\text{Total Credit Points for Semester/s}}$	

**Average**

Total Credit Points for Semester/s

Where a student fails (Grade F) in a course he /she can repeat the course in the following semester/year and re-appear for the end-of-term exams up to three times.

**BAMCJ : R-10 :** The contributory teachers shall be either from approved teaching faculty of other colleges / institutions / NET/SET/ Ph. D. (Journalism), holding candidates or from media profession with minimum 10 years experience. The contributory teachers shall be entitled for honorarium of Rs. 100/- per lecture.

**BAMCJ : R-11 :** The practical & oral examination shall be conducted by

the team of internal & external examiners. (2 from colleges & 2 from university). The practical assessment honorarium shall be Rs. 25 per practical file / paper / unit; as the case may be. The practical shall be designed by the University Department of Mass Communication & Journalism.

### R.751 Minimum Standard of Instructions

There shall be minimum standard of instructions, as per U.G.C. guidelines and requirement of professional course of Journalism. The colleges / institutions not fulfilling the requirement shall not be allowed to conduct this course. The medium of instruction can be English, Marathi, Hindi and the examination paper shall be set in all three languages in single question paper.

- (a) In the Department / Institution / College, where Bachelor of Arts Journalism course is being conducted, there shall be at least 3 full time teachers appointed as per existing qualifications and recruitment conditions, laid down by the university / U. G. C.
- (b) There shall be a separate computer lab with at least 10 computers, having LAN and broadband internet connection. It shall also consist of laser printer, scanner and photocopier .
- (c) Every department/college/institution shall purchase at least four digital video cameras, one still digital camera, large screen TV, DVD Player, LCD/digital projector.
- (d) There shall be a library of media books, journals, magazines, newspapers, DVD & CDs. There will be initial investment in the tune of minimum Rs. 50,000/-for library. Every year college / department shall add books of Rs. 40,000.
- (e) There shall be one librarian ( part time / full time) 2 non-teaching staff, out of which one shall be a DTP operator .

**R.378** The examination shall consist of four semester as detailed below :

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**  
**Aurangabad (Maharashtra)**  
**COURSE STRUCTURE**

**B. A. (MASS COMMUNICATION AND JOURNALISM )**

	<b>Theory</b>	<b>Practical</b>
<b>ISt Sem.</b>		
Paper - I : Introduction to Mass Communication	50	
Paper - II : Reporting	50	
Paper-III : Media Writing	50	
Paper-IV : Indian Government, Politics	50	
Paper V : Introduction to Computer Application for Media	50	
Papve VI : Media Language (Marathi/Hindi/English)	50	100
<b>IInd Sem.</b>		
Paper - VII : Print Media Ownership & National- International Media Agency	50	
Paper - VIII : Editing	50	
Paper-IX: Translation Techniques & Media Criticism/Review	50	
Paper-X : Governance and International Relations	50	
Paper -XI : Introduction to Web - Internet Journalism	50	
Papve - XII: Writing for Radio, Television & Web	50	100
<b>IIIrd Sem.</b>		
Paper XIII : Introduction to Audio Visual Media	50	
Paper XIV - Civic Development & Rural Reporting	50	
Paper XV: Advertising	50	
Paper XVI : Public Relations	50	
Paper XVII : Economic Development	50	150
<b>IVth Sem</b>		
Paper- XVIII : Films, Radio & Television	50	

Paper - XIX - Editing & Field Reporting	50	
Paper- XX: Copy Writing and Advertising Research	50	
Paper -XXI : New Trends in Public Relation	50	
Paper - XXII : Agriculture Industry & Public Sector In India	50	150

**Vth Sem**

Paper XXIII- Advance Reporting and Editing.	50	
Paper XXIV Photography : Techniques & Tools	50	
Paper XXV Design and Graphics	50	
Paper XXVI Indian Constitution and Media Law	50	
Paper XXVII Development Communication	50	150

**VIth Sem**

Paper XXVIII- Interpretative & Investigative Reporting	50	
Paper XXIX Photojournalism	50	
Paper XXX Printing Technology	50	
Paper XXXI Press Freedom & Press Law in India	50	
Paper XXXII Rural Development Communication	50	250

**1600 900**

**TOT AL : Theory : 1600 Marks Practical & field work 900 Marks**

**TOTAL : GRAND 2500 Marks**

## **B. A. (Mass Communication & Journalism)**

### **First Year**

#### **First Semester**

##### **Paper - I : Introduction to Mass Communication 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Journalism and Mass Communication - Nature - Scope - Mass Communication - Definition - Process; mass media and modern society - Functions - Mass Media and democracy.

Early efforts in printing - newspapers - types of newspapers - contents - characteristics; magazines - characteristics and types; print media in India: an overview; books as a medium of communication - types of books - book publishing in India.

Early communication systems in India - first Indian newspaper; print media in nineteenth century; Indian press and Indian freedom movement - brief history of major English and Indian language newspapers and magazines.

##### **Paper - II : Reporting 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Reporting Principles of reporting, functions and responsibilities, writing news - lead - types of leads; body - techniques of re-writing - techniques of re-writing news agency copy.

**Reporting :** Reporting techniques - qualities of a reporter - news elements, sources - types - pitfalls and problems in reporting - attribution - off-the-record-embargo-pool reporting; follow-up-advocacy, interpretation, investigation.

Reporting- crime, courts, society, culture, politics, commerce and business, education reporting; practical.

##### **Paper-III : Media Writing 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Historical background of writing elements of language -writing as coding of contents -language for mediated communication.

Principles and methods of effective writing, rules of grammar, sentence construction; paragraphing, narration; adjectives and adverbs; tenses, sequence, logic.

Creativity in writing -features, articles, profiles, interview stories -business writing, technical writing, letters.

##### **Paper-IV : Indian Government, Politics 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Government making, working of federalism, issues in governance at state and central levels of state autonomy in India. Politics at the district level - Panchayati Raj, Elections and Governance.

Nature of the party system: study of the major national parties and of some of the more important regional parties and their social bases; effects of fragmentation of parties on the formation and working of governments at the centre and the states Panchayat Raj System in Maharashtra.

The electoral system -process stresses and strains; secularism and communalism in India -problems and trends, centre-state relations, and reports on centre-state relations.

##### **Paper V : Introduction to Computer Application for Media 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Introduction to computers -history and generation of computers; types of computers hardware and software; digital technology keyboard functions.

MS office and its applications; MS-word with features; MS windows; Excel; MS Excess, presentation manager; important , commands; page maker, interfacing, working with text, page set up, printing : formatting techniques; graphics and drawings.

Corel draw environment, working with objects, outlining, clip art and symbols; control of object outlines -text creation and alignment -Bitmap graphics-conversions -graphs COREL SHOW- cartoons use of colours in publishing concepts.

Multi-media -definitions -CD-ROM and multimedia -business applications -educational application -public utility virtual reality-multi-media skills

**Papve VI : Media Language (Marathi/Hindi/English) 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Origin and Development of Marathi Language, importance of Devnagri script and its use in Indian Languages, Hindi as a National language and its importance, co-relation between Hindi and Marathi language. English as an international language, Language of knowledge.

Writing skills required for Marathi, speciality of Marathi, Hindi, English language, different styles of Marathi, Hindi, English writings, Marathi, Hindi, English prose, poetry : some important trends and authors -poets.

Style of Newspaper writing in Marathi, Hindi, English Editorial writing of eminent Marathi, Hindi, English Journalists, language abilities for news and feature writings in Marathi, Hindi, English contents, intro and head lines of Marathi news, writing features in its linguistics skills, trends in Marathi, Hindi, English feature writing and news story writing.

**Practicals : 100**

- 1 Writing of Different 10 News Items on the topic Social, Political, Educational, Cultural, Agriculture, Law, Sports, Business, Science & Technology, Crime & submission of file. **50**
- 2 Practical exam. of composing of four news items on computer (Marathi & English Two each) **20**
3. Writing of Two articles one on current socio-economic problems & one on education. **20**
4. Publication of lab. journal by a group of 10 students. **10**

## Second Semester

**Paper - VII : Print Media Ownership & National- International Media Agency 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Ownership of print media -types -merits and demerits; organisational structure

of newspapers -functions of the staff; editorial advertising, circulation departments; patterns of newspaper ownership and management in India - procedure to launch a publication; marketing practices in print media.

Press Commissions -Press Council; DAVP INS, ARC, unions of mediemen and mediawomen -professional organisations -PIB -other public information agencies -of both state and central governments, International media related and other agencies UNO, UNESCO, WHO etc.

**Paper - VIII : Editing 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

**Editing :** Nature and need for editing. Principles of editing, edition desk, functions of editorial desk copy editing preparation of copy for press style sheet-editing symbols, proof reading symbols and their significance.

Functions and qualifications of a sub-editor and chief-sub editor, copy selection and copy testing, basic principle of translation . Practical of reporting and editing.

**Paper-IX: Translation Techniques & Media Criticism/Review 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Writing for target groups special interest audiences

Translation techniques -media reviews of arts, performing arts and cinema; practical exercises applicable to all units.

**Paper-X : Governance and International Relations 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

General study of governance in states and their performance since independence, performance of Panchayat Raj system in India & Maharashtra, E-governance, Right to Information.

Brief study of international relations -foreign policies of India, UK, USA, Russia; UN and its agencies and their functions; regional organisations such as ASEAN, SAARC, OIC, OAC, India's relations with China, Pakistan South Asian countries, West Asian countries, Africa, Europe and America.

**Paper -XI : Introduction to Web - Internet Journalism 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Images, bitmaps, drawings, principles of animation; use of video-broadcast video standards; NTSC-PAL-SECAM-HDTV , integration of computers and television, video editing, finer aspects, web newspapers, blogs & new trends.

Internet -sourcing -web technology and its applications -new generation Internet potentials and limitations -priorities and utilisation.

Web vs print -a comparison; advertising, copy creation and feedback on the Net, profiling the reader, content generation and research; design of contents.

Website elements -visual design, background, colours; promotion, service, promotion in the website.

Interactivity -diversity; legal challenges technology issues; political issues; social issues; economic issues - ethical issues.

**Papve - XII: Writing for Radio, Television & Web 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Marathi, Hindi, English Grammar and basics of Marathi language, exercise of Marathi writing, Marathi newsman's language.

Marathi, Hindi, English writing for radio, radio play writing, radio feature writing, radio news writing, radio talk writing.

Marathi writing for television, television news writing, comparing television story , screen play of television serial, script writing techniques for television.

Marathi, Hindi, English writing text of news articles, comments on blogs, websites, creating own blog.

**Practicals : 100**

- 1 Downloading of information of current event & writing 2 news feature on the topic based on that. **20**
2. Downloading information about the international events and writing 2 newsletter based on that. **20**
3. Writing a Radio talk and radio news bulletin & submission of CD (Audio). **25**
4. Clipping of current topic & submission of file. **20**
5. Practical of creating e-newspaper (4 pages) or creating own blog on media topic **15**

## Second Year

### Third Semester

**Paper XIII : Introduction to Audio Visual Media 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Audio-radio : Radio as a medium of mass communication, characteristics of radio -historical perspective, with special reference to India; types of ownership, audience, commercial radio, educational radio, emerging trends, AM, FM, franchising, community radio.

Television: Television as a medium of mass communication -characteristics, ownership; organisational structure of Doordarshan satellite television channels, cable television, educational television, commercial television, recent trends in television broadcasting.

**Paper XIV - Civic Development & Rural Reporting 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Civic reporting : reporting functions - social, cultural, political, seminars, workshop, symposia, civic problems (such as sanitation, health, education, law and order, police, hospitals etc.)

Development reporting: reporting social issues, controversies, development programmes -implementation and impact, feedback and evaluation.

Rural reporting: Agricultural -practices, problems and policies, caste community relations, rural- urban relations, water-shed development & other activities of Govt. & NGO.

**Paper XV: Advertising 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Advertising -definition, historical development; social and economic benefits of advertising; mass media and advertising; criticisms; types of advertising; consumer advertising corporate -industrial -retails -national -trade -professional social.

Product advertising -target audience -brand image -positioning; advertising strategies; appeals, advertising spiral, market segmentation, sales promotion.

Advertising agency -structure and functions, creativity -media selection - newspapers magazines, radio, television, outdoor , strategy, planning, media budget; campaign planning.

**Paper XVI : Public Relations 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Public Relations -definition -PR as a communication function- history of PR -growth of PR in India, PR, publicity , propaganda and public opinion -PR as a management function.

Stages of PR -planing -implementation -research -evaluation- PR practitioners and media relations -press conference -press releases -other PR tools.

Communication with publics -internal and external -community relations -employee relations; PR in India - public and private sectors; PR counselling; PR and advertising -PR for media institutions.

**Paper XVII : Economic Development 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Economic development: concept and general perspective common characteristics of underdevelopment: India as a developing economy. and its international standing, Developing countries & their problems.

Strategies of development; balanced vs unbalanced growth strategy; wage goods strategy; basic-needs strategy; heavy import substitution strategy; export led growth strategy. Developmental issues of backward regions of Maharashtra/world /India, Issue of Economic Recession & globalization

Capital accumulation as a factor in economic growth; role of education in economic development population and economic development (the two-way relationship).

Aspects of human development education, poverty and inequality of income distribution (with special reference to India) ; problems associated with these and approaches towards their solution; changes in the sectoral distribution of national income, per capita income and labour force since independence. Assessment of the Indian developing countries growth experience with respect to these.

**Practicals : 150**

- 1 Writing of Different 10 News features for print media on the topic Social, Political, Educational, Cultural, Agriculture, Law, Sports, Business,

Science & Technology, Crime & submission of file. 25

- 2 Writing of Different 10 News features for Radio & Television on the topic Social, Political, Educational, Cultural, Agriculture, Law, Sports, Business, Science & Technology, Crime & submission of file. 25

3. Clipping file of advertisement with review articles & submission for file 20

4. 1. Production of PR Literature handout and press-notes-each one. 15

5. 2. Preparing text for Press Release for Press conference 15
5. Preparation of Print, Audio & Video advertisement & Submission of text CD 30

6. Production of video documentary or news bulletin & submission of CD 20

## Fourth Semester

**Paper- XVIII : Films, Radio & Television 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Films: Films -nature, historical, background, technical aspects of film production, film industry in india, status issues, problems, regional cinema, future prospects.

Writing for radio -finer aspects of radio language; production methods finer aspects of television script writing; narration -production techniques; film language and grammar; impact of new technology on media language, news, features, talks, commercials, interviews.

Writing for television, news, interviews, documentaries, short talks.

**Paper - XIX - Editing & Field Reporting 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Structure and functions of newsroom of a daily weekly newspaper and periodicals, different sections and their functions.

Headlining- principles, types and techniques.

Field Reporting : Assignments to be given by the concerned faculty.



Editing: assignments to be given by the concerned faculty. Visit to news paper offices.

**Paper- XX: Copy Writing and Advertising Research 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Copy writing and advertising production techniques; print; radio; television, films, 'outdoor, ideation, visualisation, use of computers; practical assignments in advertising; copy-preparation.

Research in advertising, planning, execution, copy research, market research, ethical aspects of advertising; law and advertising; advertising and pressure groups; emerging trends

**Paper -XXI : New Trends in Public Relation 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Shareholder relations - dealer relations; PR for hospitals - PR for charitable institutions; defence PR; PR for NGOs; PR for political parties; crisis management -case studies.

PR research -techniques -PR and law -PR and new technology -code of ethics for PR -international PR -professional organisations of PR -emerging trends in PR.

**Paper - XXII : Agriculture Industry & Public Sector In India 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Agriculture: Role of agriculture in India's economic development, factors influencing productivity in agriculture, institutional actors, technological factors, pattern of ownership; Prices and availability of finance.

Industry ; the rate and pattern of industrial growth, trends since 1950; industrial policy with special emphasis of on New Industrial Policy 1991, impact of New Economic policy of India & weaker sections, farming communities.

Public sector in India and its role in the growth process role of the small scale and cottage industries and government's policy with respect to these problem of industrial sickness

External Sector; Role of foreign aid, capital and MNCs in India's growth process. Foreign trade; composition and direction. India's balance of payments problem; impact of liberalisation, particularly since 1991 on Indian economy - WTO and IMF conditionalities.

**Practicals : 150**

- 1 Writing of five articles on social & economical development for publishing in newspapers and 5 field assignments and stories-submission of file **25**
2. Video News bulletin of 15 minutes. submission of CD **25**
3. Poster , broucher, folder - each one **30**
4. Visit Report regarding Radio, Field Publicity and Govt. Information and PR Department. **20**
5. Pagelayout & design of newspaper on computer practical exam. **50**

# Third Year

## Fifth Semester

### **Paper XXIII- Advance Reporting and Editing. 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

#### **Reporting**

Advanced reporting exercises in features, interviews, proceedings of the meetings of panchayats, municipal corporations and legislative assembly.

Writing news analysis, back grounders and articles. Specialised . economics commodity and bullion markets.

#### **Editing :**

Advanced exercises in editing, re-writing, page make-up and layout, rewriting the copy of mofussil correspondent, editing political and foreign copy.

On-line editing, word processing, spell-check, grammer-check, page make-up on computers.

### **Paper XXIV Photography : Techniques & Tools 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

What is photojournalism? Beginnings; necessity and significance.

Photography -elements and principles -visual language -meaning photographer's jargon; composition of photography -subject and light.

Photographic equipment -cameras -types -formats -lens -their types and functions -film -types and function -accessories.

### **Paper XXV Design and Graphics 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Elements of design and graphics, visualisation, convergence and divergence conceptualisation -functions and significance -fundamentals of creativity in art -logic -style- value -tools of art -illustrations- graphs.

Basic elements and principles of graphics, design lay-out and production; typeface families -kinds -principles of good typography; spacing -measurement -point system.

Type composition -manual -mechanical -lino -mono -photo, DTP , use of computer software, character generation -use of multi-media.

### **Paper XXVI Indian Constitution and Media Law 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Introduction of Indian Constitution, characteristics, preamble directives of state policy, fundamental rights, fundamental duties, citizenship.

The legislature -the executive the cabinet -the judiciary -powers , and functions; the President, union list, concurrent list; emergency declaration; separation of powers.

Media freedom -media systems -media economics and freedom; advertisers and pressure groups; lobbying; trade unionism; political parties; internal freedom.

### **Paper XXVII Development Communication 50**

(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Concept of development; development indicators, approaches to development; dilemmas of development; development policy, development planning, concept of sustainable development and its importance.

Development journalism -concept -relevance; development communication -meaning - strategies in development communication -dominant paradigm -its critique.

Social cultural and economic barriers to development communication approaches to development; use of media and inter-personal communication; channels for development; case studies in Indian . context.

### **Practicals 150**

1 Two Surveys of Print media & radio 100 respondents each &

submission of survey report 50

2. Project report on photojournalism or development communication. **50**
3. Practical exam. of design of four newspaper pages :  
Front, Editorial, Sports & Supplement page **50**

## Sixth Semester

**Paper XXVIII- Interpretative & Investigative Reporting** **50**  
(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

### Reporting

Interpretative reporting, investigative reporting, writing special articles and columns. Book reviews, film reviews, TV programme reviews, theatre and cultural programmes reviews. Special stories, serial reports.

**Paper XXIX Photojournalism** **50**  
(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Shot - focus - shutter speed -selection of subject -different types of photographs -action -photo editing -procedure pictures for newspapers and magazines -developing photographer's manual and computerised photography.

News values for pictures -photo-essays -photo features; qualities essential for photo journalism; picture magazines -colour photography; impact of technology. Practical, field assignments and their evaluation.

Photo editing, cropping, composition, colours, caption placement of photographs, photo features.

**Paper XXX Printing Technology** **50**  
(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Printing methods -letterpress, cylinder, rotary, gravure -screen, offset, plate making, types of papers, magazine lay-out; pagination; designing and printing of cover pages; safety measures in printing press, digital printing.

Colour printing -colour combinations -colour scanning- colour separation

colour correction -colour positives -colour negatives; preparation of bromides; artpulls, current trends in colour printing.

**Paper XXXI Press Freedom & Press Law in India** **50**  
(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Indian Constitution and freedom of mass media, reasonable restrictions, privileges, fair comment; laws of defamation, contempt of legislature and court, censorship; political philosophies of media freedom; Press and Registration of Books Act, 1867.

Official secrets -sedition -Drugs and Magic Remedies (Objectionable) Advertisements Act, 1954, obscenity, copyright, monopolies and restrictive trade practices, Press Council, ombudsman, right to information, right to reply, codes of ethics confidentiality of sources of information.

**Paper XXXII Rural Development Communication** **50**  
(30 Final Semester + 20 Internal Marks : 1 Test & 1 Tutorial of 10 Marks each)

Participatory model, mechanistic and organic models of development for communication; diffusion of innovation, extension, dependency, Guardian model.

Creation of development messages -language, context, social environment, areas of rural development, health, population, agriculture, panchayati raj; campaigns and their evaluation -case studies in Indian context.

**Practicals :** **250**

1. Survey of electronic media (Television) 100 respondents & submission of survey report **30**
2. Project report on history & development of any newspaper / radio station / advertising agency or PR agency or media organisation **40**
3. Production of three lab journal & submission of file **30**
4. Practical exam. of design of a magazine (four page) **25**
5. Radio news bulletin 15 minutes submission of CD **25**
6. Study tour, Media internship and Attendance **100**

# List of Reference Books

## English

1. Introduction to Mass Communication - By Emery E. Ault P. H., Agree W. K. (Dodd, Mead and Co., Inc. New York)
2. The Process of Communication - By Berlo D. K. (Holt, Rinehart and Winston, New York)
3. The Process and Effect of Mass Communication - By Schramm W. (University of Illinois Press, Urbana)
4. Mass Media and National Development - By Schramm W. (Stanford University Press, Stanford)
5. The Mass media, Reporting, Writing, Edition - By Rivers W. L. (Harper and Row, New York and John Weatherhill Inc. Tokyo)
6. Electronic Journalism - By William A. (Columbia University Press, New York)
7. Film and the Director - By Don Livingston (Sterling Publishers Pvt. Ltd., Delhi)
8. Television News : Writing, Editing, Filming, Broadcasting - By Fang I. F. (Hasting House Publishers, New York)
9. Writing Televisions and Radio Programming - By Willis Edger E. (Holt Richard, UNESCO, Paris)
10. Mass Communication - Chatarjee R. K., National Book Trust, New Delhi
11. Broadcasting in India - Awasthy G. C. (Allied Publication, New Delhi)
12. Mass Communication & Journalism - By A. K. Shukla (Anmol Publication, New Delhi)
13. Mass Communication in India - Keval J. Kumar
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 १८५. मिडिया जनतंत्र और आतंकवाद, सुधेश पचौरी, विश्वविद्यालय प्रकाशन, वाराणसी  
 १८६. पत्रकारिता के छह दशक, जगदीशप्रसाद चतुर्वेदी, विश्वविद्यालय प्रकाशन, वाराणसी  
 १८७. पत्रकारिता के विविध परिदृश्य, संजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी  
 १८८. आधुनिक रिपोर्टिंग, डा. राजेंद्र राही, विश्वविद्यालय प्रकाशन, वाराणसी  
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 १९०. समाचार संकलन और लेखन, नंदकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी  
 १९१. समाचार और संवाददाता, डा. निशांत सिंह, विश्वविद्यालय प्रकाशन, वाराणसी  
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 २०६. समाचार एवम् फिचर लेखन, डा. भानावत, विश्वविद्यालय प्रकाशन, वाराणसी  
 २०७. समाचारपत्र व्यवसाय एवम् प्रेस कानून, डा. संजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी  
 २०८. गणेश शंकर विद्यार्थी, डा. ललन मिश्र विश्वविद्यालय प्रकाशन, वाराणसी  
 २०९. आर्थिक पत्रकारिता, डा. दयानंद, विश्वविद्यालय प्रकाशन, वाराणसी  
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 २१३. पुंजीवाद और सूचना का यूग, रॉबर्ट मेकचेसनी, विश्वविद्यालय प्रकाशन, वाराणसी  
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 २१५. संचारमाध्यम और सांस्कृतिक वर्चस्व, हर्बर्ट सिलर, विश्वविद्यालय प्रकाशन, वाराणसी  
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 २१८. मिडिया विमर्श, रामशरण जोशी, विश्वविद्यालय प्रकाशन, वाराणसी  
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 २२०. दूरसंचार एवम् सूचना प्रायोगिकी, ओझा, सत्यप्रकाश, विश्वविद्यालय प्रकाशन, वाराणसी  
 २२१. रेडिओ और दूरदर्शन पत्रकारिता, डा. हरीमोहन, विश्वविद्यालय प्रकाशन, वाराणसी  
 २२२. संपादन कला एवम् प्रुफ पठन, डा. हरीमोहन, विश्वविद्यालय प्रकाशन, वाराणसी  
 २२३. समाचार फिचर लेखन एवम् संपादन कला, डा. हरीमोहन, विश्वविद्यालय प्रकाशन, वाराणसी  
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 २२५. पटकथा लेखन फिचर फिल्म, उमेश राठोड, विश्वविद्यालय प्रकाशन, वाराणसी  
 २२६. विज्ञान पत्रकारिता के मूल सिद्धांत, डा. शिवगोपाल मिश्र, विश्वविद्यालय प्रकाशन, वाराणसी  
 २२७. आधुनिक विज्ञापन और जनसंपर्क, डा. तारेश भाटिया, विश्वविद्यालय प्रकाशन, वाराणसी  
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 २२९. नई पत्रकारिता और समाचार लेखन, सविता चट्टा, विश्वविद्यालय प्रकाशन, वाराणसी  
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 २३२. पत्रकारिता के सिद्धांत, डा. गुरुशरण लाल, विश्वविद्यालय प्रकाशन, वाराणसी  
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 २३५. मिडिया लेखन कला, सूर्यप्रसाद दिक्षीत, प्रवन अग्रवाल, विश्वविद्यालय प्रकाशन, वाराणसी  
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 २३८. मिडिया समग्र आयाम, विजया पाठक, विश्वविद्यालय प्रकाशन, वाराणसी  
 २३९. जनमाध्यम और मास कल्चर, जगदीश्वर चतुर्वेदी, विश्वविद्यालय प्रकाशन, वाराणसी  
 २४०. समग्र भारतीय पत्रकारिता, विजयदत्त श्रीधर, विश्वविद्यालय प्रकाशन, वाराणसी  
 २४१. हिंदी पत्रकारिता और राष्ट्रीय एकता, जयंत शुक्त, हरीमोहन विश्वविद्यालय प्रकाशन, वाराणसी  
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